



OUR GREAT SEMI-A

The Twice-a-Year Bargain Event That Washington's Shrewd Shoppers Watch and Wait For!

Tomorrow we start our Great Semi-Annual Challenge Sale—the "Sale of Sales"—the event that has won for itself through sheer, downright merit, the right to be called "Washington's Greatest Bargain Event." Twice a year we hold this unique underselling sale, and there is hardly a household in the city that has not shared in its wonderful savings. The values that have made our Challenge Sale famous in the past will be fairly outdone tomorrow.

Store Hours: Open 10 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT
Goldenberg's
BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"

Clark's "O. N. T."
Spool Cotton
Three Spools, 12c
With This Coupon Only
Clark's "O. N. T." Cotton, on
sale tomorrow at THREE spools
for 12c, with this Coupon only.
(T) Dept.

Sweetheart Soap,
2 Cakes 9c
Regular 7c cakes of Sweet-
heart Soap, on sale tomor-
row, with this Coupon only,
at TWO CAKES for 9c.
(T.) Soap Dept.—1st Floor.

\$1.50 Fibre and
Matting Rugs
88c
With This Coupon Only
Stenciled Fibre Rugs, size 36x54
inches; reversible designs; also 36x72
close woven 220 warp Japanese Matting
Rugs, light and dark colorings.
First Floor—Bargain Table.

Peroxide of
Hydrogen,
7c
With This Coupon Only
Quarter pound size bot-
tles of Peroxide of Hydro-
gen, standard make and
full strength; with this
Coupon, for 7c. (T)

Williams' 7c
Shaving Soap,
2 Cakes 9c
With This Coupon Only
Williams' "Quick and
Easy" Shaving Soap,
round cakes to fit the
shaving mug, at TWO
cakes for 9c, with this
Coupon only. (T.)

\$1.50 and \$1.75
Bed Pillows
\$1.05
With This Coupon Only
Large size Pillows, covered with
heavy striped and fancy art tickings, filled
with sterilized curled feathers. (T)
Fourth Floor.

Women Will Welcome The Challenge Sale's Wonderful Opportunity to Buy

High-Class Fall Suits

Worth up to **\$62.50**, at... **\$32.50**

Beautifully Tailored Garments of the Newest Styles and Finest Materials Marked at a Price That Marks the Banner Bargain Event of the Year!

No suit sale held this season has equaled the extraordinary values of this Challenge offering of two hundred garments at \$32.50. These suits were good values at the original prices, and as a matter of fact it is seldom that suits of such "class" and style are ever offered in a special sale. We obtained these suits from one of New York's exclusive suit manufacturers at extreme reductions from the intended prices, which enables us to offer values that should create a great stir tomorrow.

The collection of beautiful garments features the newest and most delightful fashions of the fall and winter season.

Materials Include

Chamois Velour,
Chiffon Broadcloth,
Wool Velour,
Poiret Twill,
Oxford Cloth,
French Serge,
Gabardine,
Poplin.

Beautiful Suits of Velour with large Hudson Seal Collar and Border Trimming.
Smartly Tailored Suits of Broadcloth, with Trimmings of Seal.
New Unbelted Models of Poiret Twill, in clever long line effects.
Tailored Styles of Oxford Suiting, and Chic Braid-bound Suits of Serge with Baffin Seal Trimming.
Several beautiful models for misses' wear, showing high waisted, yoke, and no-belt backs.

Colors are Deerskin, Burgundy, Brown, Navy, Taupe, Reindeer, and Black. All sizes for misses and women.



69c Bleached Table Damask

Challenge Sale Price... **44c**

Splendid wearing grade for home or cafe use—58 inches wide, full bleached, and of firm even weave. Choice of a number of neat patterns. The Challenge Price for this table damask is just about today's wholesale cost.

72-inch Mercerized Table Damask, good heavy weight yarn, mercerized grade, in a variety of neat pretty patterns. Worth \$1.35 a yard.

Goldenberg's—First Floor.

Challenge Sale of Towels

Hammed Huck Towels, firm woven absorbent grade, for hand or tea towels. Neat red border. dora. Worth 10c each... **12c**
(Limit one dozen to a buyer.)
Hammed Huck Towels, extra quality, snow white bleached; size 17x26 inches. Worth 10c each... **26c**
(Limit six to a buyer.)

All White Huck Toweling, extra fine grade, for hand or tea towels. Worth 25c yard... **14c**
(Limit ten yards to a buyer.)
Initial Turkish Bath Rugs, extra heavy weight; large size; blue only; two letters, J and F. **89c**
Worth \$1.50 each.
Goldenberg's—First Floor—8th St. Side.

Fashionable Fox Scarfs

Worth to \$29.75 at... **\$15.00**

A Remarkable Challenge Sale of Warm and Stylish Furs at a Record Low Price

We have grouped all the odd scarfs left from broken sets, one and two of a kind styles, etc., and offer them at this greatly lowered price as a big Challenge Sale feature. Choice of Brown Fox, Taupe Fox, Red Fox, Jap Cross Fox, Black Fox, and Natural Gray Fox, in the new shaped animal effects, with head, brush tail and paws. Silk or satin lined. Early selection is advised, as quantity is limited.

Goldenberg's—Second Floor.

\$2.00 Seamless Sheets

\$1x90 Double Bed Size
Our Greatest Challenge, at... **\$1.69**

Tomorrow we quote a price on seamless sheets of standard quality that challenges comparison with any known this season. These are Seamless Bleached Sheets, made of a standard grade cotton every housewife knows for dependability, extra heavy firm-woven kind, free from dressing. Every sheet perfect quality.

Don't miss this opportunity to supply your bedwear needs at rare savings.

\$1.59 Bleached Sheets, \$1.39
54x90 Seamless Bleached Sheets, correct size for single beds; made of superior quality cotton.

\$4.00 Bed Spreads, \$2.98
Crochet Bed Spreads, extra heavy quality, with woven Marseilles patterns; full double bed size.

\$2.50 Bed Spreads, \$1.98
Crochet Bed Spreads, correct size for single beds; beautiful woven Marseilles patterns.

65c Pequet Pillow Cases, 55c
45x26 Bleached Pequet Pillow Cases, standard high-grade pillow cases that every thrifty shopper is acquainted with. Strictly perfect quality.

Goldenberg's—First Floor.

Challenge Sale of Cretonnes

Up to 75c Values at... **33c Yard**

Mill lengths of Fine Quality Washable Cretonnes, full one yard wide. Light and dark colorings, in floral, striped, figured, bird and tapestry designs, for curtains, draperies, cushion, comfort and furniture covers. Lengths from 1 to 8 yards.

First Floor—Bargain Table.

Boys' School Suits

Values Worth to \$9.00, at... **\$5.55**

Boys' heavy winter-weight School Suits, of dark fancy cassimere, with full lined knickerbocker pants. Neat gray and tan mixtures, good, sturdy woven fabrics that will give extra long service. Full-cut sizes and good quality linings. Choice of several models. Sizes 7 to 18 years.

Boys' \$1.39 Wash Suits, \$1.00
Boys' Wash Suits, in Billy Boy, Daddy, Sailor and Junior Norfolk models, with short straight knee pants. Good quality materials, such as madras, chambray and percale. In white, plain shades and two-toned effects; sizes 3 to 8 years of age.

Boys' Coat Sweaters, \$1.29
Boys' heavy knitted Oxford Gray Coat Sweaters, with shawl collar, pockets and pearl buttons; sizes 8 to 14 years.

Boys' Mackinaws, \$8.75
Boys' Plaid Shawl and Notch Collar Mackinaws, dark colorings; heavy winter weight; sizes 8 to 17 years.

Boys' 85c Blouse Waists, 57c
Boys' "Mother's Friend" Blouse Waists, of percale, madras and cotton cheviot, light and dark striped effects. Neckband style, without collar; sizes 8 to 15 years. (Limit three to a buyer.)

Boys' Overalls Caps, 89c
Boys' and Children's Overalls Caps, good heavy woolen fabric, in O. D. shade.

Up to \$12.98 Juvenile Overcoats, \$8.69
Juvenile Overcoats, of fancy cheviots and cassimere; buttoned to the neck model, with hair and full belt, patch and slash pockets. Sizes 2 1/2 to 10 years.

Goldenberg's—Third Floor.

\$1.59 Box Loom Crepe de Chine

40 Inches Wide Challenge Price **\$1.33 Yd.**

The Silk Department is to the fore tomorrow with a remarkable Challenge Sale offering of beautiful Crepe de Chine Silks at much less than prevailing price elsewhere. 40 inches wide, superior pure silk quality, with rich crepe finish, in a complete assortment of street and evening shades.

\$2.00 Black Taffeta Silk, \$1.65
26-inch Black Chiffon Taffeta Silk, a pure dye, wear guaranteed quality.

\$2.50 Satin Charmeuse, \$1.88
36-inch Satin Charmeuse, a rich satin face, pure silk quality, in a well selected assortment of wanted shades, also white and black.

\$1.25 Silk Poplin, 99c
36-inch Silk Faille Poplin, a rich silk lustrous quality, in black, white and a full range of street and evening shades.

Goldenberg's—First Floor.

Children's Coats, Challenge Sale Price, \$5.55

Children's Coats, of corduroy and velveteen, good heavy quality, in various smart belted models, with pocket; sizes 2 to 5 years. Well made, finished, good quality inner linings.

Children's \$2.49 Raincoats, \$1.98
Children's Raincoats, tan rubberized material, with plaid lined hoods; all sizes.

Goldenberg's—Third Floor.

Children's \$1.75 Nightgowns, \$1.48
Children's Flannellette Nightgowns, made with double yokes; good heavy quality; in assorted stripes; full cut sizes from 4 to 14 years.

Cameo Brooches

Worth Regularly Up to \$1.00, at

48c

A special Challenge item from the Jewelry Department—Cameo Brooches in Carnelian, Pink, Brown and Black-and-white effects, showing exact reproductions of finely cut shell cameos. Gold-plated mountings, in engraved etruscan and enamel designs.

Solid Gold Jewelry, Special at \$1.00

A collection of beautiful Solid Gold Jewelry, comprising Brooches, Bar Pins, Rings, Tie Clips, Neck Chains, Beauty Pin Sets, etc.—substantially made and exceptionally low priced at one dollar each. Many pretty designs to choose from, in engraved, embossed and plain polished or Roman gold finish.

Solid Gold Lavalliers, \$1.19

Solid Gold Lavalliers, with dainty jeweled pendants; good quality solid gold soldered link chain. Pretty designs.

Goldenberg's—First Floor.

\$7.50 Nashua Mills Australian Blankets at \$5.00 pair

Heavy-weight Thick and Warm Blankets of Standard Quality at a Record Low Price Tomorrow

Not in a long time have you bought blankets of such high quality at this little price. This sale will go down into store history as one of the greatest bargain events of the season. Note the desirable size—72x80 inches (extra large for double beds). Heavy-weight Nashua Mills famous Australian brand Blankets, in white, with blue or pink borders, beautiful soft fleece finish.

Limit—two pairs to each buyer. This restriction in order to make them last all day.

\$9.00 Part-Wool Blankets, \$7.45 Pair
Part-Wool Blankets, white, with fancy borders, also plaids of blue, tan, pink and gray. Size 66x80 inches, for double beds. Heavy weight, soft wool fleece.

Goldenberg's—Fourth Floor.

65c Pongee Silks at 49c yard

35-inch Pongee Silks, an extra fine silk and cotton mixed fabric that has the same lustrous finish as the pure silk pongee. The color assortment includes all street and evening shades, excepting black. Ideal for stylish yet inexpensive dresses.

\$6.00 Imperial Longcloth, \$4.49

Full 40-inch Genuine Imperial Longcloth, an extra fine chambray finish quality. Full twelve yards in each piece.

39c White Check Dimity, 25c
27-inch White Check Dimity, an extra fine quality, in various size plaids and broken checks, for waists, aprons and children's wear.

69c White Poplin, 44c
36-inch White Mercerized Poplin, for dresses, uniforms, etc., an extra fine yarn mercerized quality.

Goldenberg's—First Floor.

\$3, \$3.50 & \$4 Lace Curtains

A Great Challenge Event at **\$2.29 pair**

Several Thousand Pairs of Fine-Grade Draperies on Sale Tomorrow at Less Than We Can Replace Them for at Today's Wholesale Cost.

Here's a wonderful Challenge Sale of fine grade Lace Curtains, sure to attract crowds to our fourth floor drapery section tomorrow.

The amazingly low price is made possible by purchases contracted for over a year ago, since which time these curtains have advanced nearly double.

Lace Curtains in white and ecru, 2 1/2 and 3 yards long, 40 to 50 inches wide, in plain, novelty effect and heavy worked designs, shown in Filet, Madras, Scotch, and Nottingham weaves. Challenge Sale price, \$2.29 pair.

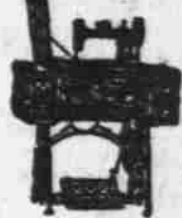
\$5.00 and \$6.00 Lace Curtains, \$3.85

Extra fine grade Scotch, Cable Net, Filet Weave and Nottingham Lace Curtains, 2 1/2 and 3 yards long, white and ecru colors. Copies of the finest real laces, in novelty effects and heavily worked designs.

Goldenberg's—Fourth Floor.

A Challenge Offering From the Sewing Machine Department

"Emblem" Drophead Sewing Machine



Special, \$20.50

A remarkably low price for a sewing machine of such excellent grade and easy-running quality. Many women throughout the country know the great efficiency and simple operation of this good machine, which has proven its worth by years of service in American homes.

Can be bought on easy terms, if desired.

Goldenberg's Sewing Machine Department—Fourth Floor.

The Climax of Value-Giving Reached in This Challenge Sale of

Silk and Serge Dresses

Worth up to \$20.00, at... **\$10.00**

A Challenge Sale Feature That Will Bring a Big Crowd Tomorrow

An early visit is advised, for such values as these are certain to go out quickly, and prompt action on your part is necessary, if you would share the wonderful savings. The group comprises the balance of dresses remaining from several special sales, samples and incomplete lines from our own regular stock—making a remarkable collection of smart looking dresses that women want at this season.

Materials are All Wool French and Mannish Serge, Chiffon, Taffeta, and Silk and Georgette Crepe Combinations.

Choice of the following styles:

Box Pleated Dresses.
Embroidered Dresses.
Tailored Dresses.
Princess Trimmed Dresses.
Pencil Effect Dresses.
Overskirt Dresses.
Braided Dresses.

Colors include:

Navy Blue, Black, Green, Brown, Taupe.

All sizes in the lot, but not in every style.

Goldenberg's—Second Floor.

